



Course unit title:	<b>DIGITAL ART</b>				
Course unit code:	AART234				
Type of course unit:	Elective				
Level of course unit:	Bachelor				
Year / Semester of study:	3 <sup>rd</sup> , 4 <sup>th</sup> / Fall, Spring				
Number of ECTS credits allocated:	6	Lectures p/w:	3	Labs p/w:	0
Instructor(s)	Mr Christos Andreou				
Aim of the Course	<p>Aim of the course and core objectives are to:</p> <ul style="list-style-type: none"> <li>• Provide with the fundamental knowledge and technical capability to prepare and produce the appropriate visual and other material regarding UI(User interface) design.</li> <li>• Provide with the fundamental knowledge and research ability regarding UX(User Experience)design.</li> <li>• Provide with the ability to competently use appropriate media and resources, gain technical awareness and develop a combination of skills acquired to create and prepare visual imagery for the screen and more specifically mobile devices.</li> <li>• Provide with the knowledge and skills to utilize the appropriate tools in order to manage and promote certain projects efficiently and creatively.</li> </ul>				
Learning outcomes of the course unit:	<p><b>Students should be able to:</b></p> <ol style="list-style-type: none"> <li>1. Employ various methods that involve researching, planning designing, testing, developing and forwarding creative material to be used on mobile devices.</li> <li>2. Integrate sketchbook development, experimentation and produce final work ready for mobile app prototyping</li> <li>3. Develop the ability to promote digital products via various mediums such as print material, digital video, motion graphics and the web.</li> <li>4. Assess project work development through comments and discussions on a group presentation</li> </ol>				
Prerequisites:	-	Co-requisites:	None		
Course contents:	<b>Production for screen media:</b> students are introduced to various image production				

	<p>methods through a series of multimedia presentations.</p> <p><b>Format selection:</b> students get familiarized with various video and image formats and their individual properties.</p> <p><b>Production techniques:</b> students explore production methods in various forms of visual practice and learn how to develop, produce or transform media for screen based applications</p>
<b>Recommended and/or required reading:</b>	
<b>Textbooks:</b>	-
<b>References:</b>	<p>Visual contemporary references on magazines like: Etapes, Creative Review, IdN, +design, Computer arts.</p> <p><a href="http://www.watchthetitles.com">www.watchthetitles.com</a></p> <p>Adobe Online Help <a href="http://tv.adobe.com">tv.adobe.com</a></p> <p><a href="http://www.creativecow.com">www.creativecow.com</a></p> <p><a href="http://www.videocopilot.net">www.videocopilot.net</a></p> <p><b><a href="http://www.webbyawards.com">http://www.webbyawards.com</a></b></p> <p>International website honoring excellence on the Internet including websites, interactive advertising and online film and video.</p> <p><b><a href="http://www.iacaward.org">http://www.iacaward.org</a></b></p> <p>Internet Advertising Competition (IAC) Awards that produced by the Web Marketing Association to honor excellence in online advertising.</p> <p><b><a href="http://www.w3schools.com/">http://www.w3schools.com/</a></b></p>
<b>Planned learning activities and teaching methods:</b>	<p>Illustrated lectures, practical workshops, exercise, and group critiques. Student centered practical work, personal research, realization and manipulation in project work. Rendering workshops and studio based facilities. Visual research and reading/viewing list. Library guide and slide/video screenings.</p>
<b>Assessment methods and criteria:</b>	<ul style="list-style-type: none"> <li>• Knowledge and Understanding - 20%</li> <li>• Research and Analytical Skills - 20%</li> <li>• Production competency and solution - 40%</li> <li>• Presentation and Communication - 20%</li> </ul>
<b>Language of instruction:</b>	English
<b>Work placement(s):</b>	No

